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Five Years and Counting

This issue includes our year-end report on the hobby games industry, and the news, for the fifth consecutive year, is good! A broad-based phenomenon is transforming the hobby game business from a small niche to a thriving, growing market segment that's increasingly part of mainstream life. We look at all of the categories and examine the trends from 2013, and look ahead to 2014 in this special issue.

And don't forget to check out ICv2.com for breaking news, every business day.

Milton Griepp, Publisher

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A Five Year Run
Of Growing Hobby Game Sales

The long upswing in hobby game sales continued in 2013, extending the run of growth years to five. ICv2 estimates that the 2013 hobby game market was up 20% over the previous year, an increase in growth rate over 2012, when the market grew at a 15% rate. The average growth rate over the last five years is now nearly 15%,

Year	Hobby Store Growth Rate
2013	20%
2012	15%
2011	20%
2010	10%
2009	5-10%
2008	-5%

And the compounding effect is profound. The market has roughly doubled since 2008 as a result of this incredible sustained period of rapid growth, an amazing feat given the period in which it's occurring: in the long climb out of the Great Recession.

> "Hobby stores are... investing in more and better in-store play experiences."

Investment by hobby game retailers has resulted in more square feet of floor space devoted to games than was the case a year ago, from a combination of expanded stores, additional locations, and existing stores that have added games to some other product line. And, tied to increased space in many cases, hobby stores are also investing in more and better in-store play experiences, and in increasing sales in other ways.

Distributors and retailers were seeing this development at the store level, and noting the source of the money to support it. "A lot of the stores have been using... the customers that *Magic*'s brought in or the money, or a combination thereof, to do some more interesting things with their stores," a distributor told us. "I've heard from more than usual that are doing some remodels or moving into a bigger space or doing more with their play space, trying to get... people in to play other games. The steady income, I think, has afforded people more opportunities to develop their stores, with more of a business plan behind it, to really keeping it moving."

And, more succinctly, retailer Gary Ray of Black Diamond Games said, "New stores, new locations—that's all CCG money.... *Magic*'s driving all the profit, all the expansion."

Southern Hobby Distributors Director of Retail Sales and Marketing Adam Lovell took a broader view of the retail development as the growth of a community. "The big groundswell for 2013 was the amount of organized play and the amount of in-store play going on," he said. "I think what that's doing is drawing people into the greater community."

Some stores have begun focusing solely on collectible games, or even on *Magic: The Gathering* alone, a sign of the sizzle from the category and the brand in today's market. But the power of *Magic* sales causes some to worry about what happens if sales flag.

One distributor emphasized that this foresight was a new, and positive phenomenon. "The retailers in general are very happy to have the business they have from *Magic*, but a lot of them want to diversify," he said. "They don't want to go backwards if *Magic* were to cool down. It's a bit more of a sophisticated look from the retailers' point of view than I've necessarily been used to, but I'm really happy to see it."

> "New stores, new locations—that's all CCG money."
>
> –Gary Ray

Another concern, one that we've been hearing for a while, is over the number of new board game releases, and whether the market can absorb them all. "When you get down to the smaller publishers, it's kind of like the d20 glut," a distributor told us. "We're starting to see more games come out than can be supported.... There's a lot of product that's below what I think is sustainable...."

The distributor expanded on the specifics of where he sees overproduction of board games. "The evergreens are doing great," he said. "Expansions or a little twist on the evergreens are doing great, but I think the entry level to the market is getting tougher if you're not already a known designer or a known publisher, and if you're outside of a certain cadre of known games."

"There's still a lot of board games, but I think the better ones are starting to get some real separation," another distributor told us. "From the middle on down is getting harder, because if your game isn't hitting one of those top games you have to abandon it."

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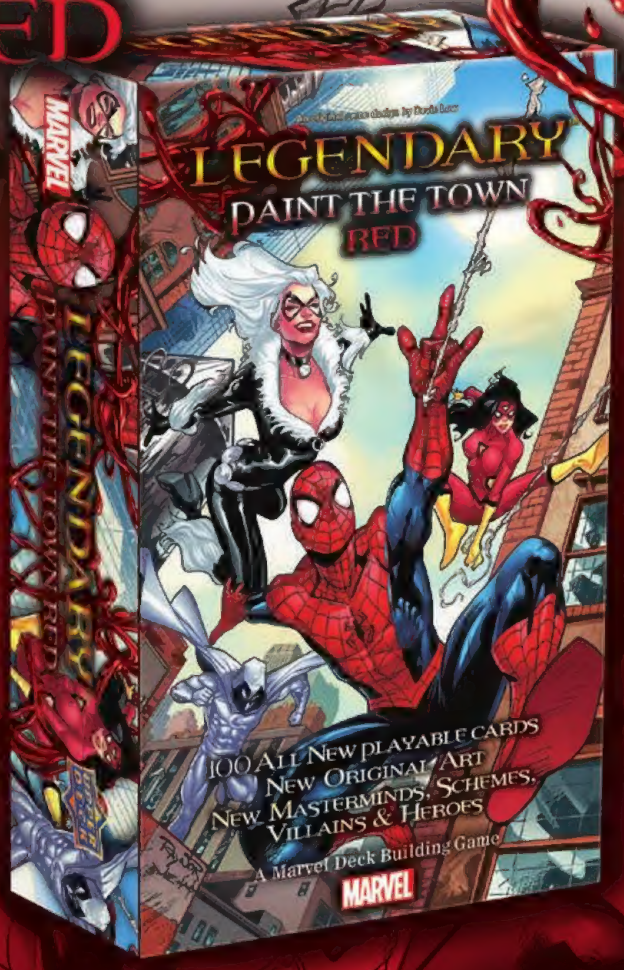

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A Five Year Run, Continued

Kickstarter Expands Games Biz

Despite a few bumps in the road, Kickstarter expanded its impact on the games business in 2013, funding over $55 million in games according to an estimate by ICO Partners, with seven of the top ten tabletop game Kickstarter projects now from 2013, according to an analysis by ICv2.

> "As market research and product development tool, Kickstarter benefits publishers and stores."

As is the case in games shipped straight to trade, there's a split developing between the very biggest Kickstarter projects and successfully funded projects at the bottom. "I look at some Kickstarted games that have done tremendously well, and people can't keep them in print going to retail stores," a distributor said. "Some of those games that get Kickstarted are games that get a better treatment because of the development money they gained through Kickstarter and still make it commercial product. But the vast majority of them are vanity projects that are never really intended as a distributed item. They're built to fulfill the Kickstarter and make money off of that and if there's more leftover to sell, that's fine.... It gives the opportunity for a small press guy to develop something that looks as good on the shelf as a FFG game. But at the same time it crowds the shelf with a lot of stuff that looks good and eventually the market's going to have to decide who the winners and losers are in that."

Overall, though, Kickstarter is definitely a positive force on sales at the trade. "I'm definitely not worried about Kickstarter," Ray of Black Diamond Games said. "It takes the sizzle, not the steak."

As market research and product development tool, Kickstarter benefits publishers and stores, according to Beau Heath, Southern Hobby Distributors Director of Entertainment Operations. "I think as long as Kickstarter keeps pumping out new games, the industry is going to grow," he said. "I have a lot of those publishers contacting me and saying, 'Hey, a Kickstarter did this, are you interested in buying this game?' And those games are doing well. Stores are using Kickstarter as a tool. 'I see that this did X amount of dollars so maybe I should carry that in my store.'"

TableTop Impact Grew

The other big force impacting tabletop game sales in 2013 was the Geek & Sundry YouTube series TableTop, which finished Season 1 in January of 2013, and picked up with Season 2 in April. An analysis by Alliance Game Distributors of sales on games featured on TableTop for three months before an episode aired and three months after showed sales on titles from the first season up an average of 79%.

"TableTop was a huge success in 2013," Ray of Black Diamond Games said. "Anything on TabletTop for us is like a featured holiday game. We get holiday sales all year long on TableTop [featured] games."

While the average increase from the first few games featured on Season 2 was not as high, it's clear that the exposure is a huge boost for the titles featured, and helps build games and gamers. And with more episodes constantly available, the cumulative effect is growing regardless of whether the big spikes on recent games have been as high.

> "Sales on titles from the first TableTop season are up an average of 79%."

TableTop also organized an international event, International TableTop Day, which kicked off in 2013. While it's tough to attribute specific sales increases to an event like that, the scale of the event and the fact that individual stores appeared to have substantial sales increases over a typical Saturday is an indication that this, too, had a substantial positive effect on the business. An even bigger event is planned for 2014.

Mass Channel

Hobby games also had a growth year in the mass channel. The big three CCGs in mass were all up in 2013, with *Magic* continuing to lead the way. *Yu-Gi-Oh!* was also up in 2013, and with a strong finish, *Pokemon* was up as well. Other games had less stellar years in the channel, with *Kaijudo* and *Cardfight!! Vanguard* both in fewer stores in the mass channel by the end of the year, and new Bandai launches *Power Rangers* and *Digimon* having little impact.

Sports cards continued to slide in 2013, which means more space and resources are available for other products that fit in those slots, such as CCGs (and, increasingly, other forms of collectibles).

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2013 Finishes Strong For Game Biz

The hobby games business had a strong finish to 2013, with good fall/holiday sales despite the shorter season and lackluster holiday shopping at retail overall. "It was the best holiday we've ever had," Jay Mason-Grant of Black Knight Games in Hamilton, Ontario said.

"The 4th quarter really held together well, which given the shortened holiday season was a pleasant surprise," a distributor told us. "Our December came in higher than we were expecting as late as mid-November."

Even in the mass channel, where sales were tepid overall, games were doing well during the holidays, with both strong sales and sell-through.

Collectible games, led by *Magic*, continued to be leaders of the hobby game market, with all of the other categories, including board games, card games, and even minis and RPGs, also cited as contributing to the festive season.

Another Hot New Collectible Game Joins Sizzling Category

Can the collectible game market support another hot new game? Apparently, because Enterplay's My *Little Pony* CCG had a big launch in December, in the midst of strong sales from a number of other collectible games, and demand is continuing to rise. Enterplay launched with product widely distributed in hobby game stores, behind an awareness of how strong the property was, successful demos at Gen Con and elsewhere, and solid, if limited, organized play support.

"My *Little Pony* was very hot," a distributor said. "It was very widely dispersed; the limiting factor was print run. It sold out almost instantly, but a lot of people really embraced it quickly. It's certainly a pop culture phenomenon.... There's definitely a broader base than we've seen for any other new collectible card release in a long time."

"Sales could have been higher if we'd had more product," another distributor confirmed.

Enterplay got high marks for its initial organized play events, reflecting the veteran management at the company. "It was genius the way Enterplay did the pre-releases," a distributor said. "They set stores in major MSAs [Metropolitan Statistical Areas], and they chose MSAs that had large brony meet-up groups and advertised it to them. Those people came into the stores. They were people the stores hadn't seen, they spent money, were extremely well behaved, and enjoyed the gaming and have been coming back to the stores. That brought in new players. I would wager that for every tween girl that come in there were probably two 20s-40s guys that came in."

"We had the entire space filled up," Gary Ray of Black Diamond Games in Concord, California said. "It was a different crowd, older, they buy, and are really nice."

My Little Pony is clearly a "gamer's game," with more appeal to a *Magic*-style player than a very young one. That's a great fit for the hobby channel, although it's also doing well at mass.

The rest of the category also had a great fall and holiday season, with observers seeking new descriptors for the strength of category leader *Magic: The Gathering*.

"*Magic* has been exploring new territories of what exactly 'off the charts' means," Gordon Lugauer of Board Game Barrister in Milwaukee, Wisconsin said.

"*Magic* is huge," Jay Mason-Grant of Black Knight Games said Trumply.

"*Magic* is a force of nature," Ray of Black Diamond Games observed.

"*Magic* is on an absolute tear right now," a distributor said.

And "*Magic* continues its ridiculous run," Southern Hobby Director of Retail Sales and Marketing Adam Lovell told us. "*Theros* is on pace probably to be our bestselling *Magic* set ever."

The only chill in the air on the *Magic* front is from the high quality Chinese counterfeit cards that have been turning up. Although a strong reaction seems to have slowed the influx, there's concern because of the impact a weakening of the singles market would have on sales. "If they start becoming more prevalent, there will be a ripple effect," Ray said, a

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Another Hot New Collectible Game, Continued

sentiment echoed by a distributor, who said "If our market gets flooded with counterfeits, it's going to bottom out the singles price."

The other three lines in the top five collectible games in the hobby channel, *Yu-GI-Oh!* (#2), *HeroClix* (#3), and *Pokemon* (#5) also had good seasons.

Yu-GI-Oh!'s *Saga of Blue-Eyes, White Dragon Structure Deck*, which shipped in September, was strong; as was the *Kaiba Reloaded Structure Deck* in December; while *Legendary Collection 4* was not as strong as *Collection 3*.

Marvel and *DC HeroClix* continue to do well, with *HeroClix* based on two other major licenses, *Pathfinder* and *Star Trek*, also in the top ten collectible games. Some report good sales on the one-off *HeroClix* products as well, although the secondary licenses are confounding for others, with difficult-to-predict sales on the smaller IPs leading to unsold inventory and liquidations at times.

Pokemon had the best of both worlds, with *Pokemon TCG: Black & White—Legendary Treasures*, and the first products from the new *Pokemon* X and Y series, *Kalos Starter Sets*, both shipping in November and both selling well.

Organized play is an increasing source of friction on some lines, with retailers chafing at conditions for organized play for *Yu-Gi-Oh!* and *Pokemon*, in particular.

Bushiroad's Cardfight!! Vanguard is growing, as backlist builds behind an ambitious release schedule. We're told that there is some product coming in air freight from Asia, so there is considerable variation in when the product's released between distributors. *Weiss Schwarz* seems to be primarily finding a niche as an IP totem; and *Future Card Buddyfight*, Bushiroad's third CCG in America, just launched worldwide as this issue went to press.

Reports on Wizards of the Coast's *Kaijudo* were flat to up, with one distributor observing, "WotC's still got their full force behind it."

And *Legend of the Five Rings* clawed its way back into the top ten, in the run-up to *Ivory Edition* this February.

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A New #3 in Board Games

By Richard Garfield

Richard Garfield, who designed the biggest hobby game in the market right now (*Magic: The Gathering*) may be responsible for another significant hit. *King of Tokyo* has settled in at a new high on the Top Ten Board Games chart, at #3 for the Fall season of September through December. The game's been building slowing, first hitting the chart for Spring 2013, at #9, advancing to #4 for Summer, and now hitting #3 in the holiday season. Sales got a big TableTop bump after *King of Tokyo* was featured on an episode launched in May, and there was plenty of inventory in the market over the holiday season.

That wasn't the case for all board games, though, with Z-Man Games coming in for particular ire in response to its poor inventory positions on key games. "Z-Man as a company had sell-outs," Gary Ray of Black Diamond Games in Concord, California told us. "*Pandemic* sold out for part of the season; *Robinson Crusoe* was hot, and we couldn't get it."

Gordon Lugauer described the same phenomenon at his stores, Board Game Barrister, in Milwaukee. "There were problems with Z-Man," he said. "We'd get a huge spike in demand just as something is going to be released, so there's no way to predict what you should be paying attention to. Then it's never available again…" He also mentioned *Robinson Crusoe*, along with *Terra Mystica*, as titles that were unavailable shortly after release.

Other games that were not available for the holidays included Wizards of the Coast's *Lords of Waterdeep* ("If *Lords of Waterdeep* would have been around, it would have been Top 10 easy," a distributor told us.

"*Zombicide* came out but then was impossible to get back into stock," Jay Mason-Grant of Black Knight Games said. But one of the expansions was $100 retail and the other was $60, which helped keep momentum going.

As that demonstrates, price resistance above $50 has largely evaporated. "Price resistance to games over $50 has gone," Lugauer said. "The old level seemed to be that $40 was the top end and over $50 the sales really dropped. The new level is $60 or $65."

On the flip side of availability, two licensed games did well behind availability of sufficient inventory to capitalize on demand. Cryptozoic finally had its *Walking Dead* game, with expansions, available as the show excitement was maxed in October and November; and Gale Force Nine's new Firefly game had substantial quantities in the marketplace on release.

Big Build-Up for 'D&D'

'Pathfinder' Still on Top

The roleplaying game category did well in the Fall season, despite the absence of significant releases from *Dungeons and Dragons*. *Pathfinder* remains strong behind an aggressive schedule of monthly releases and organized play to support them, although one retailer notes that "the low hanging fruit is gone."

The ability of *D&D* players to use any rule set for WotC's Encounters organized play program is seen as a big plus, and sales reflect the interest in earlier versions, with one distributor telling us that almost all of his *D&D* sales are in accessories and 1st and 2nd Edition products, with almost no sales on 4E.

For the first time in a long time, we started hearing of more than four or five significant RPG lines in 2013, with the TableTop-featured *Fiasco*, and *Shadowrun*, both getting mentions below the top five for Fall.

So the category seems primed for the release of the new version of *D&D* this summer, with strength from other lines and growing interest in the category. Wizards of the Coast appears to be planning for storylines that cross the tabletop game, online play, fiction, and other iterations to strengthen engagement with the brand, a strategy that could buoy the new version beyond the small numbers (to WotC) that the game generated even when it was on top. TableTop star Wil Wheaton has even spoken of a second, more RPG-focused YouTube series (*Fiasco* was a rare exception to the board and card game focus of the current show).

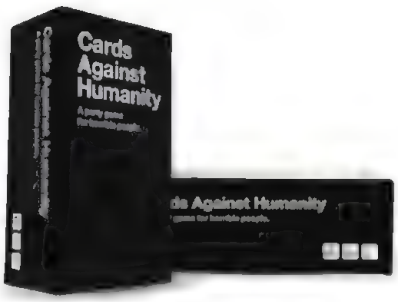
If Wizards of the Coast cracks the code and gets even a fraction of the many RPG video game players engaged in tabletop RPGs again, the original anchor for the hobby game business could once again play a major role.

'A Cultural Phenomenon'
'Cards Against Humanity' Charts in Trade

Cards Against Humanity, the *Apples to Apples* meets the *Onion* card game that's not technically sold to the trade, hit #5 in our Top 10 Card and Dice Games chart for Fall, behind top sales in the growing number of stores that carry it. Comments from Gordon Lugauer of Board Game Barrister in Milwaukee were typical of those that carried the game despite the challenges. "We had a huge assist from *Cards Against Humanity*, he said. "It sucked all of the oxygen out of the adult party game market, but did very well. When there are hundreds of people a week calling you, and during the holidays hundreds of people a day, you can't be saying no.... It's a cultural phenomenon that has no comparison." Lugauer was one of multiple stores that told us that *Cards Against Humanity* was their #1 game for the holidays. Most were buying it at the official retail of $25 from Amazon, and selling it for $40.

But not all stores carry it, given the unconventional distribution, and that gave some room to other games at the top of the chart, including the new *Pathfinder* deck building game, which came out of Gen Con strong and stayed that way. *Zombie Dice* is still rocking from its appearance on TableTop. The *Walking Dead Card Game* was a new entrant on the list, and with new episodes of the show beginning in mid-October, there was plenty of heat on this cold, dead property.

Munchkin ended up at #6 on the chart, its lowest level in some time, but a distributor told us why. "The thing is, my *Munchkin* sales weren't down," he said. The rest of the chart was just up that much more, with the category seeming to get a significant jolt in the Fall.



A non-charting notable in the card game category was *Boss Monster*, from new company Brotherwise, which came out of a $215K Kickstarter and did well in the trade.

Change Roils Miniatures Category
As Games Workshop Retools

Games Workshop, battered by declining sales and a 20+% drop in the stock price, is undergoing big changes, one of several factors roiling the miniatures category in North America. The company had attempted to transition many of its stores to "one-man" stores, with limited hours, in an attempt to maintain outlets with lower overhead. This transition appears to have been unsuccessful, and led, among other factors, to the 10.4% sales drop over the last six months. Now the company has canceled its Finecast line, which had been plagued by quality issues, replaced its monthly magazine with a weekly, and has gone to a weekly release schedule from twice monthly.

But there are still problems. The company appears to be cutting North American stores, with Gary Ray of Black Diamond Games in Concord, California observing that after the next planned closing in the Bay area, only a single Games Workshop store will remain in the region, down from six at the chain's peak.

And there is continuing migration from Games Workshop products to Privateer's lines. "Lots of people are switching to *Warmachine*," Ray said. "Games Workshop prices are too high. The models are always great, but the rules are iffy."

And beyond U.S. flagship line *Warhammer 40,000*, *Warhammer Fantasy* also seems to be in decline in North America, with the most recent rules set underwhelming and limited releases dampening demand for the line.

Another factor affecting the miniatures business in the U.S. is Kickstarter. Reaper launched the two largest tabletop game Kickstarter projects in history over the past 18 months, raising over $6.5 million for its *Bones* miniatures line. Although the results are not uniform, most tell us that the *Bones* line is still selling through in stores despite the massive quantities shipped direct to consumers through the Kickstarters.

And licenses are having the biggest impact on the category in years, with *Star Wars X-Wing* and *Star Trek Attack Wing* both in our top five for Fall. Those are both pre-painted lines; an increasing share of the business.

Will these changes eventually push Games Workshop from the #1 slot in the category in North America? The company still has a lot of assets, including its remaining retail store network, but if current trends persist, that may not be enough to hang on to the top slot.

Interview with Chris Peterson
Fantasy Flight CEO

Fantasy Flight Games is one of the most important companies in the hobby games industry. With footprints in board, card, miniature, and roleplaying games, and successful games in each, the company has an unusual span of products and a high rate of success. We recently had a chance for an extended chat with Fantasy Flight Games CEO Christopher Peterson on the games market and his company's place in it. We present an excerpt here; for the full version, check ICv2.com.

What's your impression of the overall condition of the hobby game market?

I'd say the overall condition of the hobby game market is excellent. I think over the last 19 years that I've done this, I've seen various ebbs and flows in the marketplace, and various interests congregate in specific areas, but I think now we have a greater influx of interested customers from all over in addition to a very broad sphere of interest across many different genres, whether that be collectible card games, miniatures games, board games, or games that fall in between those overlapping categories. So I find that the marketplace is about as robust and healthy as it's ever been and I'm encouraged by the diversity in the marketplace that makes me hope that there could be some duration to that health.

Why do you think that is, that the market is so healthy right now?

The reality is that there have been a number of different factors that have occurred over the years. First of all, the actual quality and the visual appearance and the sheer enjoyment of games that have come out has just

improved year over year over year. And I'm really proud of our contribution to this, and we certainly have not been alone in making really great quality content.

There have also been other important factors. About 10 years ago, we had a very large influx of young gamers in the *Pokemon* and the *Yu-Gi-Oh!* category, and I think a certain percentage of them, in their contact with gaming stores, or their parents' contact with gaming stores, became aware of this other marketplace and that has created some of the groundswell we're seeing.

Third, I think that the technology sector has become aware that some of the roots of the computer games that are out there today really harkens back to this hobby gaming and specialty gaming field. So I think the interest in software games has helped even the notion of hobby games, as they bring gaming into their lives more.

And as you cover on the site, some of the biggest television shows that we have now are really fantasy geek shows, whether it's *Game of Thrones* or *The Walking Dead* and so on. And that has helped us inure this greater coverage. We see Wil Wheaton's *TableTop* show making great inroads and attracting new audiences by being able to profile games in a way that I certainly, in my experience, had never seen before in terms of sales based on press coverage.

What are you most excited about for 2014 at Fantasy Flight (sorry to make you pick your favorite from your children)?

The problem with all my favorite children is that we aren't ready to announce them yet. All I can say is 2014 is going to be my favorite year of all our *Star Wars* content that we've put out, and there's some new and exciting stuff in that category coming. I hope that will be enough for you.

Do you expect an up year in 2014? What do you see in terms of the overall market for 2014?

In some ways, 2013 was a very careful year. We consciously did not, with a few exceptions, work on a large range of very new major releases. We have some major ones we've been working on for a while, but we have spent a great deal of our energy, and a large percentage of our teams this year working all through 2013 and into 2014 on a series of all new games. So I think what you'll see in 2014 from FFG will have a much more significant impact on new games and new lines than those that we had in 2013. You'll see some very exciting momentum behind what we're doing with *X-Wing*. We expect 2014 to be an up year for us, and I say with crossed fingers that we have been so fortunate in the market and with our fans here, pretty much nonstop for the last 10 years so I hope that will continue.

ICv2 Best Sellers

Top Collectible Games Fall 2013

#1.Magic: The Gathering (WotC)

Hobby Channel

Rank	Title	Publisher
1	Magic: The Gathering	Wizards of the Coast
2	Yu-Gi-Oh! TCG	Konami
3	Marvel and DC HeroClix	WizKids
4	My Little Pony	Enterplay
5	Pokemon TCG	Pokemon USA
6	Cardfight!! Vanguard	Bushiroad
7	Kaiju Do	Wizards of the Coast
8	Star Trek Tactics HeroClix	WizKids
9	Pathfinder Battles	WizKids
10	Legend of the Five Rings	Alderac

Mass Channel

Rank	Title	Publisher
1	Magic: The Gathering	Wizards of the Coast
2(tie)	Pokemon	Pokemon USA
2(tie)	Yu-Gi-Oh! TCG	Konami
4	My Little Pony	Enterplay

Overall

Rank	Title	Publisher
1	Magic: The Gathering	Wizards of the Coast
2	Yu-Gi-Oh! TCG	Konami
3	Pokemon TCG	Pokemon USA
4	Marvel/DC HeroClix	WizKids
5	My Little Pony	Enterplay

Top Ten Hobby Channel Card/Dice Games–Fall 2013

#1.Pathfinder Adventures (Paizo)

Rank	Title	Publisher
1	Pathfinder Adventures	Paizo
2	Android: Netrunner	Fantasy Flight Games
3	Zombie Dice	Steve Jackson
4	Walking Dead Card Game	Cryptozoic
5	Cards Against Humanity	CAH
6	Munchkin	Steve Jackson
7	Dominion	Rio Grande
8	Star Wars	Fantasy Flight Games
9	Bang!	daVinci Games
10	Marvel Legendary	Upper Deck

Top Five Roleplaying Games Fall 2013

#1.Pathfinder (Paizo)

Rank	Title	Publisher
1	Pathfinder	Paizo
2	Star Wars	Fantasy Flight Games
3	Fate Core System	Evil Hat
4	Dungeons & Dragons	Wizards of the Coast
5	Iron Kingdoms	Privateer Press

Top Ten Hobby Channel Board Games–Fall 2013

#2.Settlers of Catan (Mayfair)

Rank	Title	Publisher
1	Ticket to Ride	Days of Wonder
2	Settlers of Catan	Mayfair
3	King of Tokyo	Iello
4	The Walking Dead	Cryptozoic
5	Small World	Days of Wonder
6	Carcassonne	Z-Man Games
7	Pandemic	Z-Man Games
8	Firefly	Gale Force 9
9	Eldritch Horror	Fantasy Flight Games
10	Zombicide	Cool Mini or Not

Top Five Non-Collectible Miniature Games–Fall 2013

#2.Star Wars X-Wing Miniatures (Fantasy Flight)

Rank	Title	Publisher
1	Warhammer 40k	Games Workshop
2	Star Wars X-Wing	Fantasy Flight Games
3	Warmachine	Privateer
4	Star Trek Attack Wing	WizKids
5	Hordes	Privateer

ICv2 Best Sellers

Weiß Schwarz
SWORD ART ONLINE
BP English Edition Weiß Schwarz Booster Pack
Sword Art Online Vol. 2
·8 cards per pack / 20 packs per display
·80 types of cards + 18 parallel cards
·Climax Cards from the previous volume with different art and effects included in each display!
(Total 6 types of Climax Cards, 3 cards in each display)
· 8 foldable deckcases will be included in every carton
Exclusive SP Gold Foil/Hot Stamp Signed Cards!
6 exclusive SP Gold Foil/Hot Stamp signed cards from the original Japanese voice actor/actresses distributed randomly in packs!
Yoshitsugu Matsuoka (Kirito)
Haruka Tomatsu (Asuna)
Kanae Ito (Yui)
Ayana Taketatsu (Leafa)
Ayahi Takagaki (Lisbeth)
Rina Hidaka (Silica)
April 25th 2014 on sale!
Sword Art Online Vol.1
Trial Deck and Booster Pack also available!
Official SAO USA website
http://www.swordart-onlineusa.com/
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Hobby Game Pick Hits
Summer 2014

Collectible Games

Rank	Title	Publisher	Category	Release
1	Magic: The Gathering: Journey into Nyx	WOTC	CCG	May
2	MTG: Magic 2015	WOTC	CCG	July
3	Yu-Gi-Oh! ARC-V	Konami	CCG	Aug
4	Yu-Gi-Oh! Primal Origin	Konami	CCG	May
5	Marvel Heroclix: Guardians of the Galaxy	Wizkids	CMG	Aug
6	Marvel HeroClix: Deadpool	Wizkids	CMG	May
7	DC Heroclix: War of Light- Sinestro Corps War Scenario Packs	Wizkids	CMG	May
8	Cardfight!! Vanguard Booster Pack Vol. 13 - Catastrophic Outbreak	Bushiroad	CCG	May
9	Kaijudo- Quest for the Gauntlet	WOTC	CCG	May
10	MTG: Modern Event Deck	WOTC	CCG	May
11	Yu-Gi-Oh! Battle Pack 3	Konami	CCG	July
12	Weiss Schwarz: Love Live	Bushiroad	CCG	May

1.Magic: The Gathering: Journey into Nyx (WotC)

8.Cardfight!! Vanguard Booster Pack Vol. 13 - Catastrophic Outbreak (Bushiroad)

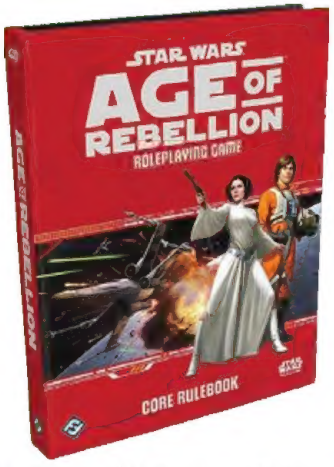
Non-Collectible Miniature Games

Rank	Title	Publisher	Category	Release
1	D&D Prepainted Minis	WizKids	Miniatures	Summer
2	Star Wars: X-Wing: Wave 4 ships	FFG	Miniatures	May/June
3	Wrath of Kings	Cool Mini or Not	Miniatures	June/July
4	Warmachine: Enigma Foundry–Convergence Solo	Privateer	Miniatures	May

4.Warmachine: Enigma Foundry–Convergence (Privateer)

Roleplaying Games

Rank	Title	Publisher	Category	Release
1	Dungeons & Dragons Next	WOTC	RPG	Summer
2	Star Wars: Age of Rebellion	FFG	RPG	May/June
3	Pathfinder RPG: Advanced Class Guide	Paizo	RPG	August
4	Pathfinder RPG Strategy Guide (OGL)	Paizo	RPG	June
5	(Numenera) Technology Compendium: Sir Arthur's	Monte Cook	RPG	August
6	The Strange RPG	Monte Cook	RPG	August
7	Firefly RPG: Things Don't Go Smooth	Margaret Weis	RPG	July
8	Atomic Robo RPG	Evil Hat	RPG	Summer



2.Star Wars: Age of Rebellion (Fantasy Flight Games)

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Hobby Game Pick Hits Summer 2014

Board Games

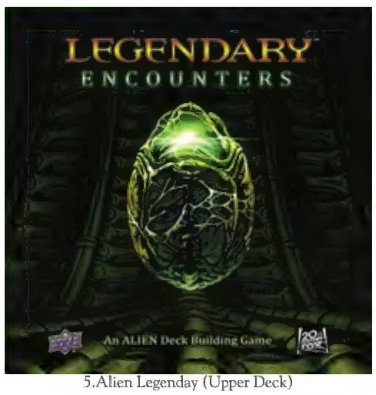
1.Ticket to Ride 10th Anniversary (Days of Wonder)

2.The Battle of Five Armies – The Hobbit (Ares Games)

Rank	Title	Publisher	Category	Release
1	Ticket to Ride 10th Anniversary Edition	Days of Wonder	Board Game	June
2	The Battle of Five Armies - The Hobbit	Ares Ganes	board game	May/June
3	Vikings	Z-Man	Board Game	May/June
4	Eldritch Horror: Forsaken Lore	FFG	Board Game	May/June
5	Zombies Keep Out	Privateer	Board Game	April
6	Kill Shakespeare	IDW Games	Board Game	June
7	Crossroads: Dead of Winter	PlaidHat Games	Board Game	April
8	Video Game High School	PlaidHat Games	Board Game	Summer
9	Onirim	Z-Man Games	Board Game	Q2
10	Prophecy	Z-Man Games	Board Game	Q2
13	Krosmaster: Multiman expansion	Japanime Games	Board Game	April/May
14	Istanbul	Alderac	Board Game	May
15	Pagoda	Alderac	Board Game	May

Card and Dice Games

2.Naruto Shippuden Deck Building Game (Cryptozoic)



5.Alien Legenday (Upper Deck)

Rank	Title	Publisher	Category	Release
1	Pathfinder Adventure Card Game: Skull & Shackles	Paizo	Deck Building	August
2	Naruto Shippuden Deck Building Game	Cryptozoic	Deck Building	July
3	Gloom 2E	Atlas	Card	Summer
4	Zombie Dice 3 - The School Bus expansion	SJG	Dice	Summer
5	Alien Legendary	Upper Deck	Deck Building	August
6	Munchkin Apocalypse 2- Sheep Impact	SJG	Card	Summer
7	DC Comics Crisis Expansion Pack 1	Cryptozoic	Deck Building	July
8	Game of Thrones: Westeros Intrigue	FFG	Card	May/June
9	Regular Show Fluxx	Looney Labs	Card	Summer
10	Lost Legacy	Alderac	Card	June
11	7 Wonders: Babel	Asmodee	Card	Q2

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